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ABSTRACT

A 28-minute professional recruitment film aimed at teenagers, college freshmen and sophomores, women seeking a second career, teachers, and the lay public was developed to attract more candidates into special education teacher preparation. The film, which shows all types of handicapped children in classroom and camp settings, gives a positive picture of exceptional children and special education. The story line revolves around a teen age boy sky diver who becomes involved with a 10-year old retardate and his pretty sister, and proceeds to the parachutist's acceptance of the retarded boy and his experiences as a counselor in a camp for the retarded. The film is loaned free by the National Medical Audio Visual Center of the Public Health Service in Chamblee, Georgia. (LE)

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FINAL REPORT
Project No. 6-2392
Grant No. OEG-2-6-062392-1878

A COLOR MOTION PICTURE FILM TO AID IN THE RECRUITMENT OF PROSPECTIVE TEACHERS FOR EXCEPTIONAL CHILDREN

June 1968

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U.S. DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE

Office of Education
Bureau of Education for the Handicapped

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Dr. Stanley E. Fudell

June 1968

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The Southern Regional Education Board
130 Sixth St., N. W.

Atlanta, Georgia 30313

Final Report

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Southern Regional Education Board

Atlanta, Georgia

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Acknowledgements

This Project and the completion of its objectives is the product of many individuals and organizations, each deserving individual mention; but because of limitations of space, individual thanks are an impossibility. However, several individuals have made contributions which merit special mention. The Southern Regional Education Board and the Project director express their thanks to the members of the Project's Advisory Committee.

---Dr. S. C. Ashcroft, George Peabody College for Teachers, Nashville, Tennessee
---Mr. William C. Geer, Council for Exceptional Children, Washington, D. C.
---Dr. Lloyd Graunke, Tennessee School for the Deaf, Knoxville, Tennessee
---Dr. Mamie Jo Jones, Georgia State Department of Education, Atlanta, Georgia
---Dr. William G. Wolfe, University of Texas, Austin, Texas

In addition, special thanks are given to the various staff and professional personnel who actually constitute The Southern Regional Education Board and whose continual advice and guidance were an important factor in the completion of this Project.

Stanley E. Fudell
Project Director

The Southern Regional Education Board

Since its inception in 1949 the Southern Regional Education Board* has in various ways been committed to meeting the needs of exceptional children. The Board has shown its commitment via its assignment of part and full-time professional staff and financial investments in several projects.

SREB was established by interstate compact as a public agency and now includes 15 member states* cooperating to improve higher education. It conducts cooperative programs across state lines aimed at providing better graduate, professional, and technical education in the South. Some of its activities include studying the South's problems and needs in higher education; finding ways of solving these problems through region-wide cooperation; administering student exchange programs between states and institutions; serving as an information center on educational activities in the region; and providing consultant services to states and institutions on problems related to higher education. The SREB has no coercive power and its success depends entirely on the interest and cooperation of participating states and institutions. Board membership is composed of the governor of each Compact state and four other persons, one of whom must be a legislator and one an educator, appointed by the governor. SREB is supported by state, Federal, foundation, and other funds.

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*Hereafter referred to as SREB

*15 member states are Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Tennessee, Texas, South Carolina, Virginia and West Virginia.

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Summary

Under Grant No. OEG-2-6-062392-1878 from the Office of Education, U. S. Department of Health, Education and Welfare, a film for the recruitment of teachers of special education, entitled "Take That First Step," has been produced.

The film was planned by an Advisory Committee composed of special educators drawn from teacher training institutions in the South, from the Georgia Department of Education, and the Council for Exceptional Children. The Committee prepared, wrote, and revised a script for the film, the film was shot under contract by staff of station KLRN of the Southern Texas Educational Television Council at the University of Texas, revisions of the footage were made by the Advisory Committee, and the final form of the film was accepted.

Under the contract, prints of "Take That First Step" were provided the Department of Education in each of the states of the Southern Regional Education Compact. Thirty additional prints were provided for circulation by the National Medical Audiovisual Center (Annex) in Chamblee, Georgia, and advertising by brochure and through various educational journals was undertaken on a national basis. Provision was also made for the commercial production of additional prints of the film for those persons in the field of special education who wish to purchase a copy.

The film should prove to be a useful means of acquainting students with the nature and needs of the various exceptionalities. Used in conjunction with counseling and recruiting activities, it will provide an additional tool for attracting young people into the educational programs in colleges and universities throughout the country. Thus it should add significantly to the supply of teachers in the various fields of special education.

Introduction

This Report concerns the objectives, purposes, methods, activities, and results involved in producing a twenty-eight minute motion picture film in color and sound to aid in the recruitment of prospective teachers for Exceptional Children. The film is now titled "Take That First Step."

Objectives and Purposes

The objectives of this film are to expose public school students, college freshmen and sophomores, mature women seeking a second career, teachers and the lay public to a professional entertaining recruiting film which generates positive interest reactions and attitudes towards a career in teaching handicapped children. In addition, the film presents an attractive gestalt of special education and exceptional children.

The basic purpose of the film is to assist in attracting more candidates into special education teacher preparation programs in institutions of higher education. With more candidates applying for admission to training programs these programs can be more selective in accepting trainees. This should lead to more and better graduates than are currently completing such special education programs.

The additional number of graduates probably will not solve the lack of classroom teachers for handicapped children, but it should alleviate the shortage of qualified teachers. The film by itself

is only one part of the total recruitment process. If used as part of a total recruiting program it can serve as a valuable segment and aid toward recruiting prospective teachers of handicapped children.

Method of Implementing the Project

This report will not delve into the technical aspects of film production. These technical activities were implemented under a contract with Station KLRN of the Southern Texas Educational Television Council located at the University of Texas. Station KLRN was completely responsible for the technical production of the film. However, before any technical production could be undertaken, all scripts had to be approved by the Director of and the Advisory Committee to the Project. Therefore, this section of the report will deal with the content of the film which was a product of the Advisory Committee to the Project.

The first step in the production of the film was to appoint an advisory committee of five knowledgeable individuals from the discipline of special education. The advisory Committee was composed of the following individuals plus the director of the Project:

> Dr. Sam Ashcroft, Professor and Chairman, Department of Special Education, George Peabody College for Teachers, Nashville, Tennessee; Mr. William C. Geer, Executive Secretary, Council for Exceptional Children, Washington, D. C.; Dr. Lloyd Graunke, Superintendent, Tennessee School for the Deaf, P. O. Box 886, Knoxville, Tennessee, Dr. Mamie Jo Jones, Coordinator, Services for Exceptional Children, State of Georgia, Atlanta, Georgia; Dr. William G. Wolfe, Chairman, Department of Special Education, University of Special Education, University of Texas, Austin, Texas; and Dr. Stanley E. Fudell, Director, Handicapped Children Project, SREB, Atlanta, Georgia, also Director of the Recruiting Film Project.

The next step was to seek bids from reputable film production facilities. These bids were evaluated by SREB professional staff, and the contract was awarded to Station KLRN of the Southern Texas Educational Television Council located at the University of Texas.

At the initial meeting the Advisory Committee and production staff undertook detailed planning and made suggestions concerning the content, aims, and objectives of the film. This stage is known as the "blocking out" of the film.

The production staff with the Advisory Committee's suggestions as a guide and with further consultation with specialists in the different exceptionalities produced a first draft of the script and shooting sequence. This was sent to all members of the Advisory Committee for study prior to the second meeting between the Advisory Committee and production staff.

The second meeting between the Advisory Committee and production staff focused on changes, additions, and revisions to the first draft of the script. After it was rewritten, the script was sent to the Advisory Committee. It was so close to acceptance that the minor revisions were made via telephone and the script was accepted.

The film was then produced, and the Advisory Committee met to review the "working print" of the film. Final adjustments were made in this "working print" and the production staff then made final print. The Advisory Committee reviewed the final print and accepted the film.

Results and Distribution of the Film

The film produced is an entertainment film primarily intended for audiences of high school and college freshmen and sophomores.

It also should appeal to all ages and will be released for television showing. The film's story line revolves around a teen-age boy parachutist who becomes hung in a tree and involved with a ten-year old retardate and his pretty sister. The story line proceeds to the parachutist's acceptance of the retarded boy and his attending a high school career day and going to the special education group. It concludes with the parachutist taking a counselor's job in a summer camp for exceptional children, the retardate getting lost, and the teen-ager rescuing him. During the film, all types of handicapped children are shown in classroom and camp settings.

The film is being distributed on a free loan basis by the National Medical Audio Visual Center (Annex) of the Public Health Service located in Chamblee, Georgia. This facility is a permanent one and will arrange for commercial sales and distribution. In addition, the facility maintains mailing lists and periodically sends out catalogues and advertisement brochures. The facility will receive permission to release the film for television showing. In addition, the facility is federally funded and a permanent division of the Public Health Service.

In addition to the above distribution techniques, SREB will advertise the film in journals primarily concerned with exceptional children and also send out an advertising brochure to CEC organizations and institutions of higher education having programs preparing teachers for exceptional children. A copy of the film will also be given gratis to each state department of education in the SREB area.

Conclusions and Recommendations

The reporter finds it difficult and foolhardy to judge the excellence of a film with which he was so intimately concerned. Small preview audiences have accepted the film with summaries ranging from excellent to engaging. One must really see the film itself to arrive at a tenable conclusion concerning the success of this Project.

Judicious use of the film as an integral part of local, state, and national recruiting efforts should enhance such activities. If local CEC groups, Public School Special Education programs, and state agencies encourage the use of the film, then its impact should be felt.

"Take that first step"

. . . is a 28-minute, 16mm color film produced by the Southern Regional Education Board to interest young people in becoming teachers of handicapped children.

It tells the story of a retarded boy and a college student who meet by accident—the boy spots the student dangling from a tree in which his sky-diving parachute has become entangled—and how their friendship grows and influences the student's career planning. He decides to enter the field of special education.

Fast-paced and absorbing, the film provides considerable information about the varied problems —and challenges—of teaching children with handicaps, not only in classrooms but at summer camp.

"Take That First Step" is aimed at students from the ninth grade through the sophomore year in college, and it is designed to encourage them to explore career possibilities in special education.

High school and college counselors will find the film helpful in explaining the needs of handicapped children and the opportunities for vital service in teaching them.

SREB produced the film under a grant (OEG-2-6-062392-1878) from the Bureau of Education for Handicapped Children, U. S. Office of Education.

Each of the 15 Southern states has one print of the film available on loan from its state department of education.

Other prints are available on loan from the National Medical Audiovisual Center (Annex), 4800 Buford Highway, Chamblee, Georgia 30005.

Prints may be purchased from
DuArt Film Laboratories, Inc.,
245 West 55th Street, New York, N.Y. 10019

"Take that first step"

Southern Regional Education Board

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OFFICE OF EDUCATION
WASHINGTON 25, D.C.

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A Color Motion Picture Film to Aid in the Recruitment of Prospective Teachers for Exceptional Children now titled "Take That First Step."

IS DOCUMENT COPYRIGHTED? (Check one)
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15. ABSTRACT (250 words max.)

The objectives, purposes, methods, activities and results concerning the production of a 28-minute, color, sound, motion picture film are described in this report. The film was designed to generate positive reactions and attitudes in teen-agers toward pursuing a career in teaching Exceptional Children. The content and format of the film was decided upon by an advisory committee of five professionals and the Project Director who represente the various disciplines in Special Education. The film is primarily an entertaining one using a "soft sell" approach. The story line centers around a teen-age sky diver, a retarded 10 year old, and his attractive sister. The sky diver initially rejects the retardate; learns more about handicapped children on a career day tour and as a counselor in a summer camp for handicapped children. Eventually, after complications are cleared, he accepts the boy. The film is available on a free loan basis from the National Medical Audio-Visual Facility of the Communicable Disease Center of the Public Health Service in Atlanta, Georgia. Purchase of the film can also be arranged through the same facility. The film was produced by the Southern Regional Education Board's Handicapped Children Project at Station KLRN housed at the University of Texas. The film is released for Television and other showings.

16. RETRIEVAL TERMS (Continue on reverse)

Film	Motion, Color, Sound Entertaining, No Copyright	Recruiting	Teachers of Exceptional Children Aimed at teen-agers in high school or college

17. IDENTIFIERS

Figure 3. ERIC Document Resume